



**STATE OF WISCONSIN**  
**Department of Employee Trust Funds**  
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**CORRESPONDENCE MEMORANDUM**

**DATE:** April 20, 2011  
**TO:** Wisconsin Deferred Compensation Board  
**FROM:** Shelly Schueller, Director  
Wisconsin Deferred Compensation Program  
**SUBJECT:** 2011 Plan Enhancement Program (PEP)

**Staff recommends the Board approve the revised 2011 Plan Enhancement Program as outlined in the attached document.**

The attached document contains the revised 2011 Plan Enhancement Program (PEP) proposed for the Wisconsin Deferred Compensation Program (WDC). The PEP outlines four areas of focus and the metrics the Board may use to measure plan enhancements and improvements. The Board discussed the draft PEP at the March 2011 meeting and suggested additional revisions to the 2011 PEP, in preparation of unforeseen effects caused by 2011 Wisconsin Act 10 (the Budget Repair Bill) on the WDC.

The goals in the attached revised 2011 PEP were further modified from the draft 2011 PEP the Board reviewed in March 2011 and November 2010. As the Board requested, we have removed goals for lifecycle fund and advisory services use, and GWRS will continue to educate participants about the value of diversification. The PEP goals for 2011 are summarized below.


Plan Dimension	2011 WDC PEP Goals
Participation <ul style="list-style-type: none"><li>Employees</li><li>Employers</li></ul>	<ul style="list-style-type: none"><li>Maintain 12/31/10 in-force account numbers (50,974)</li><li>Enroll 2,214 new participants (80% of 2010 new enrollments)</li><li>Contact all WDC employers to help them prepare for Roth contributions</li></ul>
Asset Allocation	Decrease the number of participants with 70% or more of their assets in the Vanguard Admiral Money Market account as of 12/31/10 by 3%
Education and Learning	Maintain high visibility statewide with volume of group (1,050) and individual (5,250) meetings
Retention	Maintain educational outreach; offer "nearing retirement" presentations and retirement seminars, including <i>Fact or Fiction</i> workshops

Throughout 2011, the WDC will also continue to focus part of its outreach efforts on the Milwaukee Public Schools (MPS). MPS added the WDC in late 2010 and is interested in additional on-site WDC meetings that will lead to increased participation and use of the WDC by their employees.

Staff will be available to discuss the 2011 PEP with you at the Board meeting on May 17, 2011.

Attachment: 2011 PEP

Reviewed and approved by Matthew Stohr, Division Administrator,  
Division of Retirement Services

  
Signature

4/20/11  
Date

Board	Mtg Date	Item #
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